

**THE TWICE-A-WEEK HERALD**  
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By F. E. BOESEN

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Should any subscriber fail to receive The Herald regularly, please advise us at once by card or telephone.

Any errors reflecting upon the editor, standing or reputation of any person, firm or corporation which may appear in the columns of The Herald will be gladly corrected upon its being brought to the attention of the publishers.

FRIDAY, NOV. 9, 1906.

**MR. BAILEY'S FENCE.**

The Fort Worth Record of Nov. 5 contains a first page cartoon of Mr. Bailey with his fence fixed for the next six years. We have no comment to offer on the Record, for we know too well its sentiment toward the senator, but we offer this suggestion: If the object of Mr. Bailey is merely to land in that soft cushioned seat another term, without regard to the sentiment of the good people of Texas; if Mr. Bailey's only desire is to win the contest over the great opposition that has become so manifest, let him go. But Mr. Bailey there is more in this life than office and money, and that is the good will and confidence of your long time followers. This you have had for an uninterrupted period of fifteen years, but this you can no longer claim. You are a broken idol, clay crumpled to the earth again. You may grace the senatorial chair another six years and you may labor long and earnestly for right, and may bring to the bitter end all wrong, but you will never again enjoy that exalted position that you once occupied with the liberty loving and law abiding people of the great commonwealth of Texas.

You are your own bitterest enemy, and the silver tongue of which you are so proud and which so many times has caused your followers to rise in one mighty mass and "ev'ry now you greatness, has likewise caused your fall in Texas. Your mud slingings shows of weakness, though a learned and brilliant man you be, Texas and Texans are for right and against wrong. You have either done one of the other, there is no between. If you have done your best for the state you represent, your friends will know it. If you have not done your best which is nothing else than right, your friends will also know it. Today's results do not affect you, but the house of representatives may. We surmise also that you will again occupy your seat in the next congress and the next and the next for six years, but Mr. Bailey even the most learned men have come to grief by the bigotry of self, and many a statesman has occupied a high place for other cause than that he deserved it and not because he was the right man in the right place.

**READ AND REMEMBER.**

The following may be of interest to those who had charge of the voting box in precinct No. 1, and who refused to give the press the returns when asked for them this morning. Section 88, "Immediately upon the closing of the polls, and at intervals of two hours thereafter, the presiding judges or an associate judge shall make a correct but unofficial memorandum of the total number of votes counted for each candidate at that time, such memorandum being in the order in which the names of the candidates appear upon the ballot; and therupon he shall publicly announce from such memorandum the status of the count at the door of the building where the counting is in progress. This memorandum shall thereafter be accessible to the public, and especially newspaper reporters, who may call for information, and the presiding judge or an associate judge may furnish reporters information concerning the status of the count at other times after the polls have closed. The announcement of the status of the count shall continue as aforesaid until the count has been completed,

when a correct but unofficial announcement of the total number of votes received by each candidate shall be announced in the manner above provided. This section shall also apply so as to require the same reports from judges of primary elections."

**TOWN ADVERTISING.**

At first thought not much of a subject, for, says some one, "If a town is well located in a good section of the country it will almost advertise itself."—He's got another guess coming.

Atlanta, Georgia, without a location worth mentioning,—nothing at least, to warrant its present size and business,—is composed of a set of people who have advertised their place in every conceivable way, in season and out, until they have built one of the finest, largest and most substantial cities of the south. Memphis, Tennessee, with one of the finest natural locations in the United States, had in 1900 but a third of the population and only a small fraction of the business its location entitled it to and with every natural advantage in its favor. Then the business men awoke and commenced advertising and within six years added 75,000 people to their population. Oklahoma City was no man favored in location than dozens of similar villages in the early '90s, but she was gifted with a class of people who were town advertisers, who, for enterprise in building up, have never been beaten, if even equalled; who laid awake nights to think up some new scheme for laying their town before the world; and without a hitch that the world has known of, they have turned a village into an up-to-date city of nearly 40,000 population in practically fourteen years. AND WE CAN DO LIKEWISE.

Enthusiasm is the foundation of the best and quickest work that is done for any town, if we have interests in a town and yet can't scare up any enthusiasm, we can at least be loyal to the place and speak well of it wherever we may go.

It is necessary to often go out of our way to advertise whatever business we may personally be engaged in, and we do it because it pays us. And it is just as necessary to go out of the way to advertise our town, and for the same reason. But it does NO. They to advertise that we have what we haven't. It would be impossible advertising causes buying agent only to recruit and inform the drivers. We can't afford to let, nor even to stretch the truth. Fortunately, in one case, there is no occasion to think we have to; everything is so big, on so grand a scale, that it is hard enough to get the people of other places to believe the mere truth itself.

Most of us travel considerably. That is one of the best opportunities for advertisement. Strangers may be told personally about the town, or the surrounding country, comparisons may be drawn in regard to businesses, residences, locations, climate, products, population and class of same, railroad and commercial facilities, and the many advantages that make for the good of a community. If the advantage in one or more things is with the other place, well, "umm's" the word. Now it is necessary to argue small details, but big game.

Above all, when traveling, show your enthusiasm; explain WHY you are enthusiastic; hand Amarillo and the Panhandle around to everybody, everywhere, and let them see things through your eyes.

The time was when an Oklahoma man traveling in other states, was looked upon with indifference as a marvel in the line of advertising and boozing. The mere mention that he was from Oklahoma was enough to bring a small crowd around him in a northern or eastern hotel, all eager for details, and he seldom failed to whet their appetites for still more details. He was an enthusiast and painted with rose hues, but those who investigated found he could deliver the goods and in turn became enthusiasts. Nor has there been a time when an Oklahoman abroad was not looked upon and treated with respect; not necessarily the respect inspired by his own personality, but by the power and originality of the people he was one of. Oklahoma was a magnificent territory, but its people made it what it is today and they are still building in the same old way. Our section of the country is a little later in opening up, but we have the same magnificent soil, climate and class of people. The settling of Oklahoma was assisted by free land; the settling of our Great Panhandle will be helped by the fact that it is the only high class land in such a great body now remaining in the United States.

**INKS, PENS, PAPER AND SCHOOL TABLETS**  
**5 Cents Up to 35 Cents.**  
**SCHOOL SUNDRIES.**

Fine Perfumes, Soaps, Hair Brushes, Clothes Brushes, Combs, Toilet Waters and Various Articles kept in a First-Class Drug Store used by school children of all ages. Come and see us. Yours to please.

**GOLDING DRUG COMPANY,**  
**412 POLK STREET.**

Meanwhile it is not quite free, the very foundation of the best advertising of any town is its one or more Commercial clubs. The officers and members of such clubs consist, as a rule, of the best informed and most capable citizens of a community, the ones who have the varied interests of the place deepest at heart, and are best financially, as an organization, to carry out advertising and development propositions. Through the information and statistics available to them they are also most competent to judge what advertising is proper. And upon the personal qualifications of each member we must rely, for the main, for our best advertising.

We have not begun to talk upon the subject of Town and City Advertising. It has become an art—one to which some few experts are devoting their lives. Yet it is well enough to study it and give it frequent experiments for upon it and the manner in which it is done, is based the financial welfare of every family in Amarillo,—even the very bread and butter of some of them.

E. B. SANDERS.

**IN TEXAS.**

The News has performed its part in efforts to teach the voter how to vote, so that the field will not be cast out with the ballot. It is going to take time and captive care. In time, if we be all ourselves to a complete sound of primaries, secondaries, terciaries, referendum recalls, imperative mandates and plafers—izations, there may have to be added to the curriculum of the public schools a course in safe and sane politics to enable the voter who has time to vote to prepare his ballot so that same may not be blown away.

E. B. SANDERS.

Amarillo should go loose about the experiment station. Those who read Mr. Leibig's letter in last evening's Panhandle are probably well enough posted in the matter to not need further information.

It makes no difference who you voted for, with reference to party, just so it was a good man and one whom you believe will fill the office well.

This afternoon I'll talk to you.

tains the latest reports on the elections, received by Associated Press. In addition to which is given the bulletin of this morning's extra.

Some people never appreciate what they have at their convenience but are always clamoring for something else.

If some people worked as hard for their town as they do for some candidate, you would see this old town boom sure enough.

The metropolis of the great southwest means a great deal. Are you helping make Amarillo as that place.

If you failed to cast your ballot, you have failed to do your duty as an American citizen.

Everybody for Amarillo, first, last and all the time.

Now that the election is over, pull off your coat and work for Amarillo.

In Market Town.

Kansas City, Nov. 8.—G. A. Mehlhop of Higgins, Texas, sees no reason for any complaint on the present price of cattle. Mr. Mehlhop has been in that country over twenty years, and seen in that time many changes in prices, and has suffered hardships with the rest of the country. "But this year," remarked Mr. Mehlhop, "there is no excuse for anyone complaining about cattle prices. Everything of quality will bring a good price and at no time in all the years since I went down there have the land owners and stockmen been so prosperous. A few days ago I sold off all the 2-year old steers that I could spare at \$27 per head right at home. That is what I call high prices. Steers of their age that will bring that price right on the ranch in case, are making their owners good money. Steers are being held all over the country at good figures and those who have any do not have to go far for buyers."

Cattlemen Make Money.

R. G. Sutton of Mobeetie, Texas, who migrated north in the spring and returned to the South in the fall, arrived here last week from Miles City, Mont., where he operates a cattle ranch. For a good many years Mr. Sutton has been handling Texas cattle in that country. He reports that the year up in the far Northwest country has been a good one, and that cattlemen have made good money. In his wind-up statement, made a few days ago Mr. Sutton had one steer that brought \$7885. "That was a Panhandle steer and they are the only kind of steer that are worth handling anywhere," said Mr. Sutton. "The number of cattle that will be carried over in Montana this winter will be smaller than last winter. And the stockmen are well provided with feed for all that are left. But that country is full of sheep. The shortage of cars has held them back, and they are to be seen by the thousands everywhere."

THE HERALD, \$1.00 PER YEAR.

Dr. Albert J. Caldwell Specialist on diseases of the Eye, Ear, Nose and Throat. Office Eads Building, Rooms 1 and 2, Amarillo, Texas.



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**HOMSEEKERS' TICKETS**

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Estimates promptly furnished on all classes of work. All work absolutely guaranteed.

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Practice in State and Federal Courts. Business of non-residents given personal attention. S. W. Phone 180.

**THE TWICE-A-WEEK HERALD,**

The Best Advertising Medium In The Great Southwest.

The following letter recently received proves our statement.

CHANNING, TEXAS, Sept. 14, 1906.  
TWICE-A-WEEK HERALD,  
Amarillo, Texas.

GENTLEMEN:

\* \* \* The little ad in your paper brought us \$4,100 profit. Yours truly,

ANSLEY REALTY COMPANY.

**Miller High Life**  
The Champagne of Bottle BEER

Miller "High Life" Beer. Known for Purity, strength and superior quality. Made out of the best malt and hops money can buy on the world's markets.

The yeast is grown under our own supervision, and all our beer is filtered through fine pulp wood, specially prepared for that purpose. We sterilize every bottle before it leaves our brewery. When you drink Miller's "High Life" Beer, you drink the best. You can tell it by its taste.

J. H. PATTON, Phone 245, 413 Polk

MILWAUKEE